

Country/Regional Profile: TAIWAN

TOTAL ALL TAIWANESE ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	457	357	288	239	298	319	300	-157
% Change	1%	-22%	-19%	-17%	25%	7%	-6%	-34%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	\$1,285	\$1,006	\$859	\$686	\$907	\$893	\$883	-\$402
% Change	0%	-22%	-15%	-20%	32%	-2%	-1%	-31%
Travel Receipts (at U.S. destinations)	\$1,184	\$917	\$794	\$659	\$885	\$881	\$880	-\$304
Passenger Fare Receipts (on U.S. carriers)	\$101	\$89	\$65	\$27	\$22	\$12	\$3	-\$98

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change ²
Travel Agency	59%	61%	-3 pts.
Personal Computer	23%	24%	-2 pts.
Airlines Directly	15%	19%	-4 pts.
Friends/Relatives	13%	16%	-3 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Business/Professional	37%	36%	1 pt.
Visit Friends/Relatives (VFR)	25%	23%	2 pts.
Leisure/Rec./Holidays	23%	27%	-3 pts.
Convention/Conference	9%	10%	-1 pt.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	49%	53%	-4 pts.
Business/Professional	41%	39%	2 pts.
Visit Friends/Relatives (VFR)	40%	43%	-3 pts.
Convention/Conference	13%	15%	-2 pts.
NET PURPOSES OF TRIP:			
Business & Convention	49%	48%	1 pt.
Leisure & VFR	69%	72%	-4 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Company or Private Auto	41%	42%	-1 pt.
Rented Auto	34%	35%	-1 pt.
Airlines in U.S.	32%	36%	-3 pts.
Taxi/Cab/Limousine	28%	27%	1 pt.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change ²
Shopping	90%	91%	-1 pt.
Dining in Restaurants	78%	78%	0 pts.
Sightseeing in Cities	49%	49%	0 pts.
Amusement/Theme Parks	34%	35%	-1 pt.
Visit Historical Places	33%	33%	0 pts.
Visit National Parks	22%	21%	1 pt.
Guided Tours	21%	20%	1 pt.
Visit Small Towns	20%	19%	1 pt.
Cultural Heritage Sites	18%	17%	1 pt.
Casinos/Gambling	16%	19%	-3 pts.

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SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change or % Change ²
Advance Trip Decision Time (mean days)	40	40	1 day
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	16%	19%	-3 pts.
First International Trip to the U.S.	26%	24%	2 pts.
Length of Stay in U.S. (mean nights)	19.4	16.7	3 nights
Length of Stay in U.S. (median nights)	8.0	8.0	0 nights
Number of States Visited (% 1 state)	66%	61%	5 pts.
Average Number of States Visited	1.5	1.6	-0.1 states
Hotel/Motel (% 1+ nights)	72%	76%	-3 pts.
Average # of Nights in Hotel/Motel	9.4	7.8	2 nights
Travel Party Size (mean # of persons)	1.5	1.6	-0.1 persons
Gender: % Male	58%	63%	-5 pts.
Household Income (mean average)	\$74,700	\$82,000	-\$7,300
Household Income (median average)	\$61,900	\$65,700	-\$3,800
Average Age: Female	38	37	1 year
Average Age: Male	39	41	-2 years

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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REGIONS				
PACIFIC	63.5%	191	64.5%	194
STATES / TERRITORIES				
California	59.2%	178	59.8%	180
CITIES				
Los Angeles	35.1%	105	37.4%	112

Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

Note: This profile shows only a few of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinnet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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